

MONTANA SBDC LEAD CENTER  
MONTANA DEPARTMENT OF COMMERCE  
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HELENA, MT 59620-0505

# GUIDING MONTANA BUSINESSES TO Success

The Montana SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations will be made if requested at least two weeks in advance.



## Small Business Conference APRIL 24 - 25, 2013 MONTANA TECH, BUTTE

### CONFERENCE HIGHLIGHTS

- Keynote: Michael Shuman, Cutting Edge Capital
- 20 Dynamic and Engaging Speakers
- Connect with Resources for Your Business
- Networking Event at Headframe Spirits
- Q&A Sessions with Industry Experts
- Hear from Successful Montana Entrepreneurs
- Behind-the-Scenes Tour of SeaCast, Inc.

## CONFERENCE SCHEDULE

April 24 - 25, 2013

Montana Tech, Student Union Building

#### APRIL 24, 2013

2:30 - 5:00 p.m.

5:00 - 7:30 p.m.

Behind-the-Scenes of SeaCast Precision Investment Castings, Inc.  
Opening Reception & Networking Event at Headframe Spirits

#### APRIL 25, 2013

7:00 - 8:00 a.m.

7:30 - 8:00 a.m.

Registration  
Opening Remarks & Continental Breakfast

#### BREAKOUT SESSION 1

8:15 - 9:45 a.m.

*Shaking it up for Success* with Pattie Craumer  
*The Business Development Scorecards* with Colleen Rudio and Sharon Rhodes, CPA  
*You Can Only Run Out of Cash Once!* with Chris Parson, Dan Anderson and Rebecca Engum  
*Small Business Speed Coaching* with industry experts (must pre-register)

#### BREAKOUT SESSION 2

10:00 - 11:30 a.m.

*Fuel Up Your Innovation Pipeline* with Todd Daniels  
*Profit By Listening to the Voice of the Customer* with Murray Steinman  
*Visual Merchandising Tips & Techniques* with Lorene Hintz  
*Montana Entrepreneur Panel: Tales from the Trenches*  
with Sarah Calhoun, John and Courtney McKee, Matt Kress and Dave Robins

#### KEYNOTE ADDRESS & LUNCHEON

11:45 - 1:00 p.m.

#### BREAKOUT SESSION 3

1:15 - 2:45 p.m.

*Tourism, Economics and Your Business* with Norma Nickerson  
*The Changing Face of Healthcare* with Collette Hanson and John Doran  
*How Good Service Can Actually Hurt Your Business* with Tom Egelhoff  
*Getting Somewhere with Networking* with Rebecca Hedegaard  
*Local Dollars, Local Sense* with Michael Shuman

#### BREAKOUT SESSION 4

3:00 - 4:30 p.m.

*The Small Business Guide to Profitable Marketing* with Frank Rowan  
*Chart a Course with Success Planning* with Mike Tobiason  
*Increase Your Competitive Edge by Building a Strong Business Support Network* with Christine Bell  
*High Velocity Growth Strategy That Works* with Todd Daniels

#### CLOSING REMARKS

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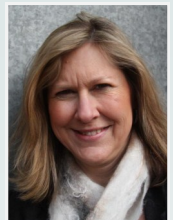




Rebecca Hedegaard



Todd Daniels



Pattie Craumer



Colleen Rudio



Sharon Rhodes



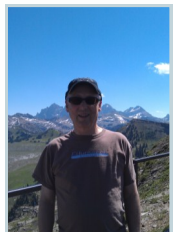
Chris Parson



Rebecca Engum



Matt Kress



Murray Steinman



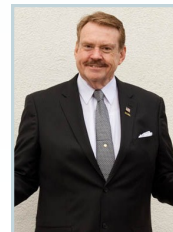
Lorene Hintz



Courtney McKee



Sarah Calhoun



Tom Egelhoff



John McKee



Norma Nickerson



Frank Rowan



Christine Bell



Mike Tobiasen



Dan Anderson



Collette Hanson



John Doran



Dave Robins

# SPECIAL EVENTS

April 24, 2013

**Behind-the-Scenes Business Tour: SeaCast Precision Investment Castings**  
(Limited seats available, so register early to guarantee a seat!)

Join fellow entrepreneurs and small business owners and get a behind-the-scenes look at SeaCast Investment Castings' facility in Butte. Learn what brought the owners of SeaCast, Inc. to Butte and hear their take on the challenges and rewards of doing business in Big Sky Country.

**When to go:** 2:30 - 5:00 P.M.

**Where to go:** Meet at Headframe Spirits (address below)

**About SeaCast:** Established in Seattle by Mike and Bert Robins in 1986, SeaCast operates four full service investment casting foundries. In addition to casting, the facilities offer extensive support services such as CNC machining, heat treat and assembly. The company serves a wide variety of industries including: aerospace, industrial pumps, industrial gas turbines, medical transportation and computer hardware. To meet rigorous customer requirements, SeaCast's manufacturing processes have earned ISO9000, AS9100 and NADCAP certifications. Over 350 dedicated employees compromise SeaCast's workforce and the company remains privately held. To broaden SeaCast's wide alloy capabilities, the company has built a new titanium vacuum melting facility in Butte, MT. Production started in early 2011.

Transportation for this tour was generously donated by Tucker Transportation.

**Opening Conference Reception: Headframe Spirits**

The pre-conference networking event and opening reception is taking place at Headframe Spirits. Owners John and Courtney McKee, a signature SBDC client success story, will be participating in the Montana Entrepreneur Panel during the conference. This is a fantastic opportunity for conference attendees to mingle, exchange a few business cards, have some hors d'oeuvres and taste some of Butte's finest distilled spirits!

**When to go:** 5:00 - 7:30 P.M.

**Where to go:** Headframe Spirits  
21 South Montana  
Butte, MT 59701



**About Headframe Spirits:** At the turn of the twenty-first century, the same community, woven from the immigrant families and mine workers who sought out their fortune in the mines, still sits on the hill, proud of its past and looking to its future. In 2010, John and Courtney McKee founded Headframe Spirits in celebration of Butte's spirit. Standing on the confluence of four lodes of ore, in one of the city's most historic buildings, the company operates with the deepest respect for the history of the city, the legacy of the mines and the people who worked there. Just as the miners would share an evening together after a day's hard work, today they share holidays, celebrations and everyday moments with those closest. Each spirit pays tribute to the mines of Butte, Montana. Each bottle celebrates the history of a specific mine and those who worked there. Their five spirits: Neversweat Bourbon Whiskey, High Ore Vodka, Anselmo Gin, Destroying Angel Whiskey and Orphan Girl Bourbon Cream Liqueur - are their contribution to the history of Butte, America. And they are their way of sharing Butte's history and that spirit with the world.

# FEATURED WORKSHOPS & PRESENTATIONS

April 25, 2013

**BREAKOUT SESSION 1**  
8:15 - 9:45 a.m.

*Shaking it up for Success*

**Pattie Craumer, Global Life Studios:** There is a new, superior way to manage your business for quantum success. Learn the 18 principles to help business leaders multiply their personal effectiveness and communicate better to all departments.

*The Business Development Scorecards: Linking People, Processes & Performance*

**Colleen Rudio, Rudio Performance Management, LLC**  
**Sharon Rhodes, Junkermier, Clark, Campanella, Stevens, P.C.**  
Learn to discuss why driving for functional balance is necessary to drive long-term profits and identify common key performance indicators and conduct a functional analysis to better define the current state of your measurement system.

*You Can Only Run Out of Cash Once!*

**Dan Anderson, SBDC Director, Montana Business Assistance Connection**  
**Rebecca Engum, SBDC Director, Great Falls Development Authority**  
**Chris Parson, SBDC Director, Flathead Valley Community College**  
Do you feel like you have the cash flow of your business under control, or do you feel uncomfortable because you know you're basically flying blind? Hear three seasoned professionals share an easy-to-understand, step-by-step solution so you always know exactly what's going on with one of your most precious assets - your CASH.

*Small Business Speed Coaching*

20-Minute Sessions with Industry Experts  
(Pre-registration required)

**BREAKOUT SESSION 2**  
10:00 - 11:30 a.m.

*Fuel Up Your Innovation Pipeline*

**Todd Daniels, Montana Manufacturing Extension Center:** Not long ago, we all wanted to do "Quality" but weren't sure what it meant or how to do it. We now know that its all about process, culture, leadership and people. Guess what? The same goes for innovation!

*Profit by Listening to the Voice of Your Customer*

**Murray Steinman, Flying Horse Communications:** Focus on how to use market research to hear the voice of the customer, and turn those insights into marketing strategies to get greater results for your organization.

*Visual Merchandising Tips & Techniques*

**Lorene Hintz, SBDC Director, Great Northern Development Authority:** Learn how to identify hot buttons and "tweak the senses" with creative displays that create a lasting shopping "experience" and set yourself apart from the competition!

*Montana Entrepreneur Panel*

**See conference schedule for details**

**BREAKOUT SESSION 3**  
1:15 - 2:45 p.m.

*Tourism, Economics and Your Business*

**Norma Nickerson, Institute for Tourism and Recreation Research:** Dr. Nickerson will discuss how tourism impacts Montana and how your business can benefit from this industry.

*The Changing Face of Health Care: What Every Entrepreneur Should Know*

**Collette Hanson and John Doran, Blue Cross Blue Shield:** Hanson and Doran will discuss the complexities of the Affordable Care Act and its impact on businesses and employer groups in Montana.

*How Good Service Can Actually Hurt Your Business*

**Tom Egelhoff, www.smalltownmarketing.com:** Learn how to design a profitable customer service model for your specific business and how to provide it consistently from your boardroom to the front counter.

*Getting Somewhere with Networking*

**Rebecca Hedegaard, SBDC Director, Big Sky Economic Development Authority:** Do you ever wonder how to be MORE effective with networking? This workshop will provide some great tips and tools on how to be a better networker.

*Local Dollars, Local Sense*

**Michael Shuman\*, Cutting Edge Capital:** Learn how Montana investors can put their money into building Montana businesses and resilient regional economies - and profit in the process.  
\*Keynote Presenter

**BREAKOUT SESSION 4**  
3:00 - 4:30 p.m.

*The Small Business Guide to Profitable Marketing*

**Frank Rowan, Mr. Business Builder:** Join Frank and go through his proven, step-by-step marketing and sales fundamentals, strategies and tactics that ultimately increase leads and transactions, resulting in enhanced revenue growth for businesses.

*Chart a Course with Succession Planning*

**Mike Tobiasen, Anderson Zumuehlen:** Simply put, exit planning is preparing your company for the future. Learn how to start yourself down the path of creating a meaningful plan for your business.

*Increase Your Competitive Edge by Building a Strong Business Support Network*

**Christine Bell, Montana Technology Innovation Partnership:** Hear recommendations for the construction of and co-existence in self-made business support networks. Learn the downfalls of "going-it-alone" and learn how to find other business peers and experts who will support your business project or objective.

*High Velocity Growth Strategy That Works*

**Todd Daniels, Montana Manufacturing Extension Center:** What are you doing today about where you want to be? Haven't had time to think about it? Now is the time! Come learn and apply tools that lean out traditional strategic planning steps.

# KEYNOTE PRESENTER

MICHAEL SHUMAN



Michael Shuman, Director of Research at Cutting Edge Capital and Director of Economic Development at the Business Alliance for Local Living Economies (BALLE), will be presenting the keynote address at the conference. Michael is a current Fellow at the Post Carbon Institute and holds an AB with Distinction in Economics and International Relations from Stanford University and a JD from Stanford Law School. He has authored and edited seven books, including *The Small-Mart Revolution: How Local Businesses are Beating the Global Competition*, *Going Local: Creating Self-Reliant Communities in the Global Age*, and most recently *Local Dollars, Local Sense: How to Shift Your Money from Wall Street to Main Street and Achieve Real Prosperity*. In recent years, Michael has led community-based economic development efforts in New York, Maine, Maryland and Colorado, and served as a senior editor for the recently published *Encyclopedia of Community*. He has given an average of more than one invited talk per week for over 25 years throughout the United States and the world.

Ready to Register?

(Register before March 1, 2013 for an early bird discount!)

Early Bird Registration Price: \$75.00  
Regular Registration Fee: \$125.00



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